

|                                   |  |                         |   |             |
|-----------------------------------|--|-------------------------|---|-------------|
| <b>Notice of References Cited</b> |  | Application/Control No. | Applicant(s)/Patent Under Reexamination |             |
|                                   |  | 09/922,425              | MITTMAN ET AL.                          |             |
| Examiner                          |  | Art Unit                |   | Page 1 of 1 |
| Yehdega Retta                     |  | 3622                    |   |             |

**U.S. PATENT DOCUMENTS**

| * |   | Document Number<br>Country Code-Number-Kind Code | Date<br>MM-YYYY | Name                   | Classification |
|---|---|--|-----------------|------------------------|----------------|
|   | A | US-2003/0023511                                  | 01-2003         | Gardner, Donald A. SR. | 705/27         |
|   | B | US-  |                 |                        |                |
|   | C | US-  |                 |                        |                |
|   | D | US-  |                 |                        |                |
|   | E | US-  |                 |                        |                |
|   | F | US-  |                 |                        |                |
|   | G | US-  |                 |                        |                |
|   | H | US-  |                 |                        |                |
|   | I | US-  |                 |                        |                |
|   | J | US-  |                 |                        |                |
|   | K | US-  |                 |                        |                |
|   | L | US-  |                 |                        |                |
|   | M | US-  |                 |                        |                |

**FOREIGN PATENT DOCUMENTS**

| * |   | Document Number<br>Country Code-Number-Kind Code | Date<br>MM-YYYY | Country | Name | Classification |
|---|---|--|-----------------|---------|------|----------------|
|   | N |  |                 |         |      |                |
|   | O |  |                 |         |      |                |
|   | P |  |                 |         |      |                |
|   | Q |  |                 |         |      |                |
|   | R |  |                 |         |      |                |
|   | S |  |                 |         |      |                |
|   | T |  |                 |         |      |                |

**NON-PATENT DOCUMENTS**

|   |   |   |
|---|---|---|
| * |   | Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)   |
|   | U | "Intel's Pentium II gets \$20 mil intro"; (Intel launching Pentium II microprocessor worldwide on 5/7/97, backed by a \$20 mil ad campaign; Advertising Age, v 68, n18, p16; May 05, 1997.                      |
|   | V | "Draft helps put stamp of approval on campaign"; (Stamps.com launches a new advertising campaign that includes a direct mail piece and a direct response TV spot); DM News, v 22, n 7, p 1+; February 21, 2000. |
|   | W | "Marketing communication and the word wide web". (Opportunities of internet marketing described); Berthon, Pierre, Business Horizons, v39, n5, p24; Sep-Oct, 1996.  |
|   | X |   |

\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.